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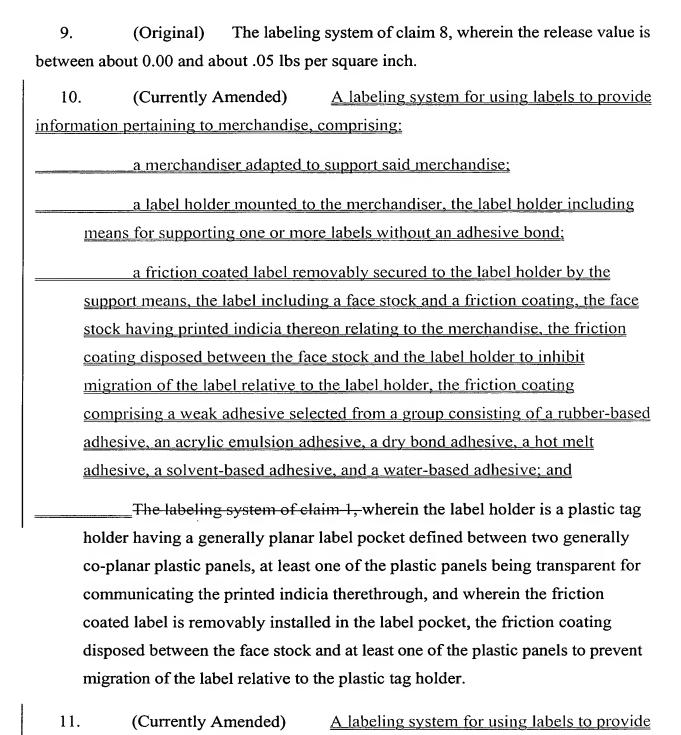
CLAIM AMENDMENTS

1. (Canceled)

- 2. (Currently Amended) The labeling system of claim 13, wherein the label has a vertical height of between about 3/4 inch and about 11/4 inches, a horizontal width of between about 11/2 inches and about 4 inches, and a thickness of less than about 1/16th inch.
- 3. (Currently Amended) The labeling system of claim 13, wherein the face stock is made from a material selected from the group comprising polypropylene, polyethylene, polyester, polyolefin, polystyrene, other polymeric material, vinyl or paper.
- 4. (Currently Amended) The labeling system of claim 13, wherein the friction coating is weak enough to enable manual installation and removal of the label while leaving the label holder substantially completely free of residue and without damaging the face stock.
- 5. (Currently Amended) The labeling system of claim 13, wherein the printed indicia include a bar code and a list price.
- 6. (Currently Amended) The labeling system of claim 13, wherein the weak adhesive has a skid value of between about 1 to about 30 ounces for the label along a skid axis generally parallel with the label to allow for skidding movement of the label.
- 7. (Original) The labeling system of claim 6, wherein the skid value is greater than about 10 ounces.
- 8. (Original) The labeling system of claim 6, wherein the weak adhesive has a release value of less than about 0.01 lbs per square inch along an adhesive axis

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generally perpendicular to the label to provide for release of the label.



information pertaining to merchandise, comprising:

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a merchandiser adapted to support said merchandise;

<u>a label holder mounted to the merchandiser, the label holder including</u> <u>means for supporting one or more labels without an adhesive bond;</u>

a friction coated label removably secured to the label holder by the support means, the label including a face stock and a friction coating, the face stock having printed indicia thereon relating to the merchandise, the friction coating disposed between the face stock and the label holder to inhibit migration of the label relative to the label holder, the friction coating comprising a weak adhesive selected from a group consisting of a rubber-based adhesive, an acrylic emulsion adhesive, a dry bond adhesive, a hot melt adhesive, a solvent-based adhesive, and a water-based adhesive; and

The labeling system of claim 1, wherein the label holder is a C-channel label holder extending horizontally across the merchandiser, the C-Channel label holder comprising a pair of parallel upper and lower retaining lips extending forwardly from a curved back surface that extends vertically between the retaining lips, the friction coated label being removably snapped into the C-channel, the label including top and bottom edges and being resiliently flexed to generally conform to the shape of the C-channel with top and bottom edges engaging the upper and lower retaining lips to retain the label in the C-channel.

12. (Currently Amended)

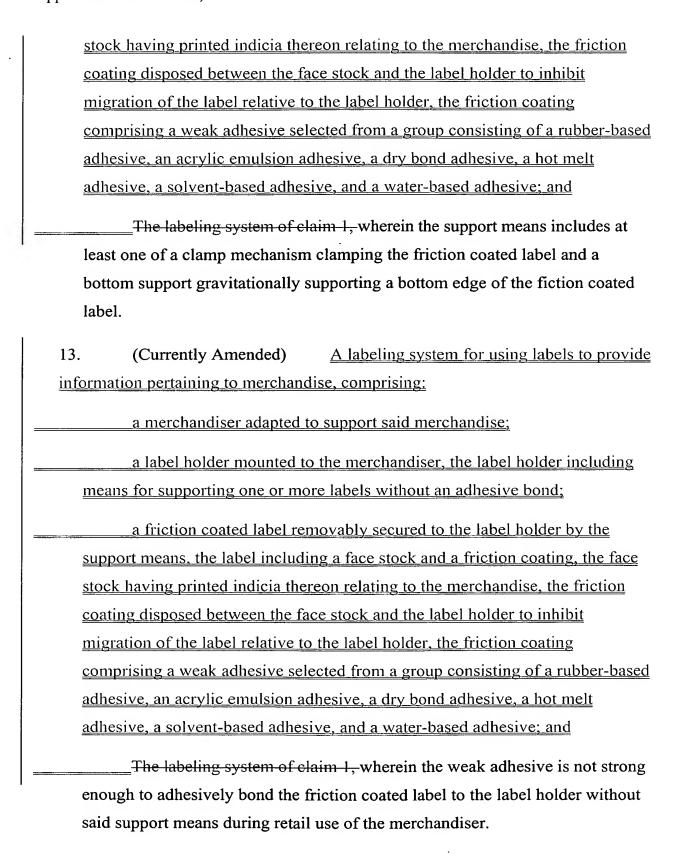
A labeling system for using labels to provide information pertaining to merchandise, comprising:

a merchandiser adapted to support said merchandise;

a label holder mounted to the merchandiser, the label holder including means for supporting one or more labels without an adhesive bond;

a friction coated label removably secured to the label holder by the support means, the label including a face stock and a friction coating, the face

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In re Appln. Of: Thomas E. Valiulis Application No.: 10/689,283

Claims 14-27 (canceled).